



Washington Metropolitan Area District Office

**WE ARE CURRENTLY SEEKING NOMINATIONS FOR SMALL
BUSINESS WEEK 2005 TO CELEBRATE AND HIGHLIGHT THE
ACHIEVEMENTS OF SMALL BUSINESSES**

Nomination Guidelines For Small Business Week 2005

Introduction

The President of the United States designates one week each year to recognize the small business community's contributions to the American economy and society. In May, 2005, the U.S. Small Business Administration will honor our nation's outstanding contributors.

Nominations

Specific instructions are outlined in the attached pages. Any individual or organization dedicated to the support of the small business community in the United States, including but not limited to, trade and professional associations and business organizations, may submit nominations.

Please submit nominations to the:
U.S. Small Business Administration
Washington Metropolitan Area District Office
1110 Vermont Avenue, N.W., 9th Floor
Washington, D.C. 20005
ATTN: Diane Bynum

**Nominations must be postmarked or hand delivered to the Washington
Metropolitan Area District Office no later than December 3, 2004.**

GUIDELINES FOR SUBMITTING NOMINATIONS FOR ALL AWARD CATEGORIES

All nominees must be residents of and employed in the United States and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws.

The U.S. Small Business Administration's size standards apply in defining a business as small. Please contact Diane Bynum at 202-606-4000, extension 261, if you have any questions.

Nominations must be typewritten on one side of 8-1/2" x 11" white stationery, collated and secured in a 1-1/2" binder. Incomplete nomination packages will not be considered. A complete nomination package will include, in the following order:

- A single cover page with —
 - the nominee's full name, title, business and home addresses with telephone and fax numbers;
 - the award for which the nomination is being made;
 - the nominator's name, title, place of business, business address and telephone number;
 - a one-paragraph description of the nominee's business for Small Business Person of the Year, Small Business Exporter of the Year, Entrepreneurial Success Award and SBA Young Entrepreneur of the Year nominations; or
 - the profession/occupation for all Advocate of the Year nominations.
- A completed SBA Form 898 (Nominee Information) (copy attached). For "team" nominations for Small Business Person of the Year, a Form 898 is required for each team member.
- Two 8" x 10" or 5" x 7" photos of the nominee; photocopies are not acceptable.
- A nomination letter, not to exceed three pages.
- A brief biography of the nominee, not to exceed two pages.
- A business profile, not to exceed two pages.
- A concise statement of the qualities and performance that merit the award, not to exceed four pages. The criteria outlining the concise statement requirements are listed under each award in this package.
- A financial statement of the nominee (12 pages or less), on 8-1/2" x 11" paper. Financial statements are required for Small Business Person of the Year, Exporter of the Year, Entrepreneurial Success Award, SBA Young Entrepreneur of the Year, and the Home-Based business advocacy award).
- Any other support documentation deemed significant by the nominator, including news clips, letters of recommendation, and other evidence of the appropriateness of the nomination. Support documentation must not exceed 10 pages. Videos will not be considered.
- A signed SBA Form 2137 (Consent for Disclosure of Information) (copy attached).

Please note that each nominee may be submitted for one category only.

AWARD CATEGORIES

Small Business Person of the Year – This award is the single most prestigious of all SBA Awards. It will be presented to an entrepreneur who has developed an outstanding, growing business. The Washington Metropolitan Area District Office winner will compete for the national award.

Any individual who owns and operates or bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a “team,” so long as the number of individuals in the team nomination does not exceed four.

Concise Statement/Evaluation Criteria:

1. Staying power — a substantiated history as an established business.
 - Number of years in business
 - Sustained expansion, addition of territories, growth in square footage occupied
 - Steady growth in net worth as evidenced by total assets less total liabilities o fiscal year end annual balance sheets over three years.
2. Growth in number of employees — A benchmark to judge the impact of the business on the job market.
 - Sustained over a minimum of three years.
 - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
 1. Consistent growth in net income as evidenced by fiscal year on annual profit-and-loss statements for a minimum of three years.
4. Current and past financial reports — a substantiation of improved financial position of the business.
 2. Profit-and-loss statements for the last three years, reflecting sustained upward growth.
 3. Balance sheets for the last three years, showing consistent increase in net worth and /or partners’ return.
5. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
 - Specific description of uniqueness of product or service.
 - Explanation of how product or service fits a niche not being adequately addressed by the competition.
6. Response to adversity — Examples of problems faced in the nominee’s business and the methods used to solve them, included:
 - Specific description of financial, physical, legal or other crisis.
 - Substantiation of the threat to the continuity of the business.
 - Defined actions taken by the nominee to resolve the crisis.
7. Contributions to aid community-oriented projects — evidence of the use of his/her personal time and resources, including:
 - Specific listing of contributions of money, time, or resources to charitable causes
 - Membership in councils, boards and clubs providing support and services to the community.

Entrepreneurial Success of the Year Award - individuals meeting the following two criteria may be nominated: They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow.

Concise Statement/Evaluation Criteria:

- SBA assistance — Documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which they were received.
- Growth in number of employees — A benchmark to judge the impact of the business on the job market. (Note: Since the size of the work force varies from industry to industry, nominees must have met the SBA size standards for small businesses in their industries at the time of the SBA assistance and now exceed those standards.)

- Increase in sales and/or unit volume — Documentation comparing annual sales at the time of the SBA's assistance to current annual sales.
- Current and past financial reports — to substantiate the financial strength of the business, profit-and-loss statements for the past three years must be provided.
- Innovativeness of product or service offered — an illustration of the creativity and imagination of the business demonstrating its ability to remain competitive.
- Evidence of contributions to community-oriented projects — while community involvement is essential for any business, regardless of size, the added resources of a larger business demand an even greater role in advancing the interests of the community.

Financial Services Advocate of the Year Award – an individual who has assisted small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services may be nominated.

Concise Statement/Evaluation Criteria:

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy of changes in the financial services industry to assist small companies.
- Encouragement of the flow of investment capital to small ventures.
- Active support for legislative or regulatory action designed to help small firms.
- Other significant contributions through the financial services or accounting industries to advance small business interests.

Home-based Business Advocate of the Year Award – an individual who have experienced the rewards and difficulties of home-based businesses and have volunteered to improve the climate for these businesses may be may be nominated. Nominees may or may not be small business owners.

Concise Statement/ Evaluation Criteria:

- Volunteering time and energy to improve the conditions for home-based businesses.
- Engaging in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
- Demonstrated interest in home-based businesses as an owner or former owner.
- Measurable accomplishments in advancing home-based businesses, such as adoption of public policy or expansion of a program.

Minority Small Business Advocate of the Year Award – an individual who has fulfilled a commitment to support minority business entrepreneurial activity may be nominated. Nominees may or may not be small business owners.

Concise Statement/Evaluation Criteria:

- Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
- Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
- Voluntary provision of professional services to the minority small business community in a legal, legislative, managerial or financial capacity.
- Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.
- Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

Small Business Exporter of the Year Award – an individual who owns and operates a small business engaged in exporting may be nominated.

Concise Statement/Evaluation Criteria:

- Increased sales, profits and/or growth of employment because of exporting. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Creative overseas marketing strategies, with a description of the products exported and markets served.
- Effective solutions to export-related problems.
- Demonstrated encouragement of other small businesses to export.
- Volunteer assistance to other small businesses entering the export market.
- Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

SBA Young Entrepreneur of the Year Award - an individual who serves as a majority owner and operates or bears principal responsibility for operating a small business with a three-year track record, and who will not have reached the age of 30 by June 1, 2005 may be nominated.

Concise Statement/Evaluation Criteria:

- Evidence of success as measured by sales and profits. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Increased employment opportunities created by the nominee's business.
- Development and/or utilization of innovative or creative business methods.
- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

Small Business Journalist of the Year Award – a journalist representing radio, television, electronic or the print media may be nominated.

Concise Statement/Evaluation Criteria:

- Concerted efforts to increase public understanding of the importance of small business contributions to the economy.
- Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.
- Voluntary community service aimed at enhancing small business opportunity and growth.
- Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.
- Sample articles or tapes are encouraged.

Veteran Small Business Advocate of the Year Award - an individual who has fulfilled a commitment to advancing small business opportunities for Veterans of the U.S. Armed Forces may be nominated. Nominees may or may not be veterans.

Concise Statement/Evaluation Criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Evidence of increased business opportunities for veterans as a result of the nominee's actions.
- Advisory activities to improve awareness among veterans' groups of small business opportunities.
- Advocacy of special consideration for veteran-owned small businesses in government policymaking.
- Demonstrated accomplishment in obtaining support within the community for the establishment of veteran-owned small businesses.

- Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

Women in Business Advocate of the Year Award – an individual who has fulfilled a commitment to the development of women business ownership may be nominated. Nominees may or may not be small business owners.

Concise Statement/Evaluation Criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Volunteer efforts to strengthen the role of women business owners within the community.
- Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

SBA Family-Owned Small Business of the Year Award – an individual who has a family owned and operated business which has been passed on from one generation to another may be nominated. Nominees must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least 15 year track record.

Concise Statement/Evaluation Criteria:

- Evidence of success as measured by sales and profits. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Increased employment opportunities for family members and non-family members for the nominee's business.
- Demonstrated potential necessary for long-term business success and economic growth
- Voluntary efforts to strengthen family-owned businesses within the community.